

PRIVILEGED AND CONFIDENTIAL

PHILIP MORRIS  
Briefing of Executives

I. Introduction

- A. Description of procedure we will follow in briefing the executives and general advice with respect to testifying
- B. Video excerpt from hearings before the House Subcommittee on Transportation, Tourism and Hazardous Materials (the Luken Subcommittee) on June 29, 1988 (the interrogation of K.V. Dey)
- C. Description of various pending bills and the Congressional committees involved.
- D. Summary discussion of the executive's personal background and experience at Philip Morris (his knowledge of and contact with the various topics in this outline)

II. Addiction

- A. Scientific background
- B. Proposals for a new warning

III. "Safe" Cigarette

- A. Product improvements by PM and the industry
- B. The "smokeless" cigarette

IV. Preemption

- A. The legal background
- B. Proposals for repeal

V. Current PM Advertising and Promotion

- A. Proposed restrictions on the sponsorship of athletic events, billboards and sampling

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- B. Proposed restrictions on advertising (wholesale ban such as that imposed in Canada; elimination of the deduction for advertising expenses)
- C. The "American Smoker" Campaign

VI. Scientific and Medical Issues: The Question of Causation

- A. The charges against the product and the industry's response
- B. Risk analysis
- C. The industry's research effort (CTR; AMA; institutional research)

VII. The "Daynard" - Cipollone Documents

- A. The charge of misrepresentation
- B. The charge of suppression
- C. The charge of conspiracy

VIII. Proposals that Cigarettes Be Regulated by the FDA or CPSC

IX. Ingredients and Pesticides

X. Fire-Safe Cigarette

XI. Other Issues

- A. Tar and Nicotine Testing
- B. Diversification by cigarette manufacturers
- C. Environmental smoking

XII. Conclusion - Future Briefings and Preparation

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